

# Entering the Film Industry

Module 1: Kyle Aguilar

A large, dark blue, diagonal shape that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

Global Box Office Revenue in 2018:

\$41.7 bn

“Show me the money!”

Jerry Maguire (1996)

# Introduction

In order to set up a successful entry into the film industry, we are addressing three aspects of the film industry.



Profit & Seasonality



Foreign Language Films



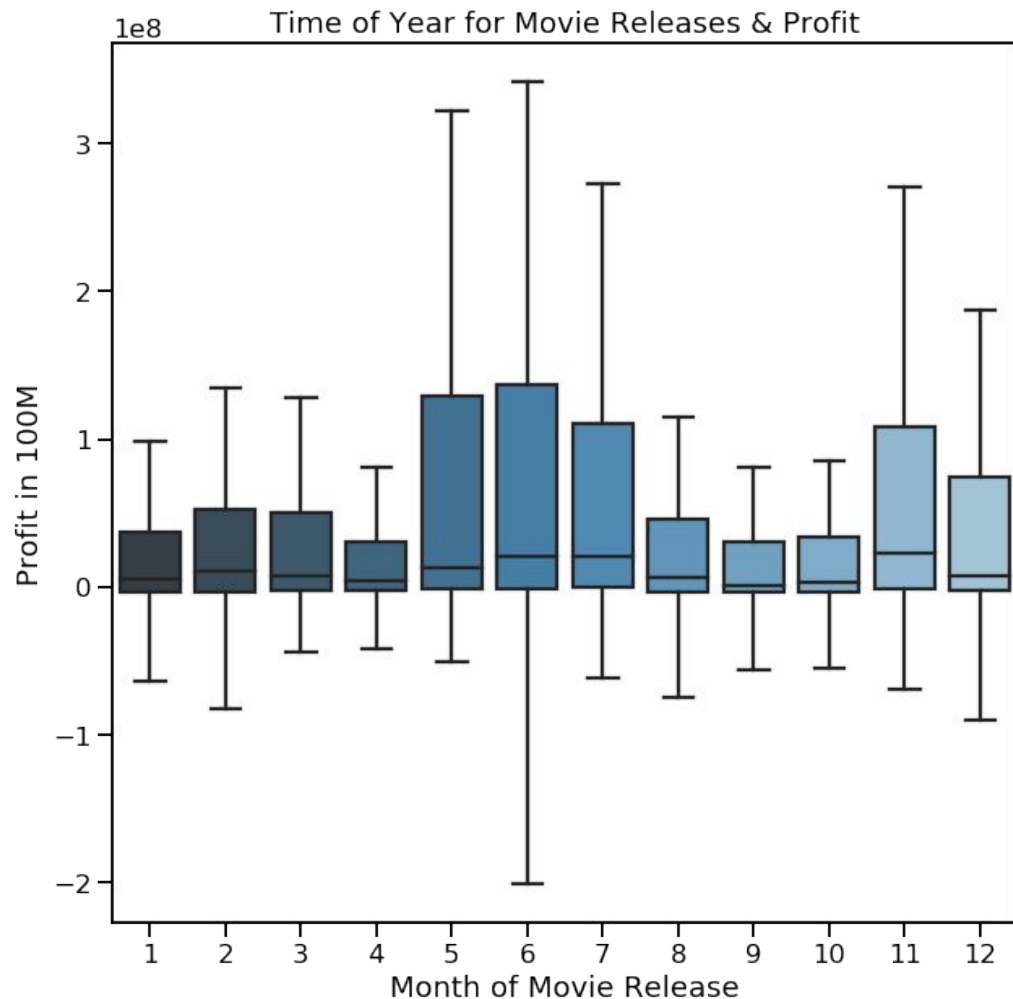
Studios & Production Budgets



# Profit & Seasonality

\_ Profitable movie releases trend towards the summer and end of year

\_ June lends itself to both huge profits and potentially huge losses

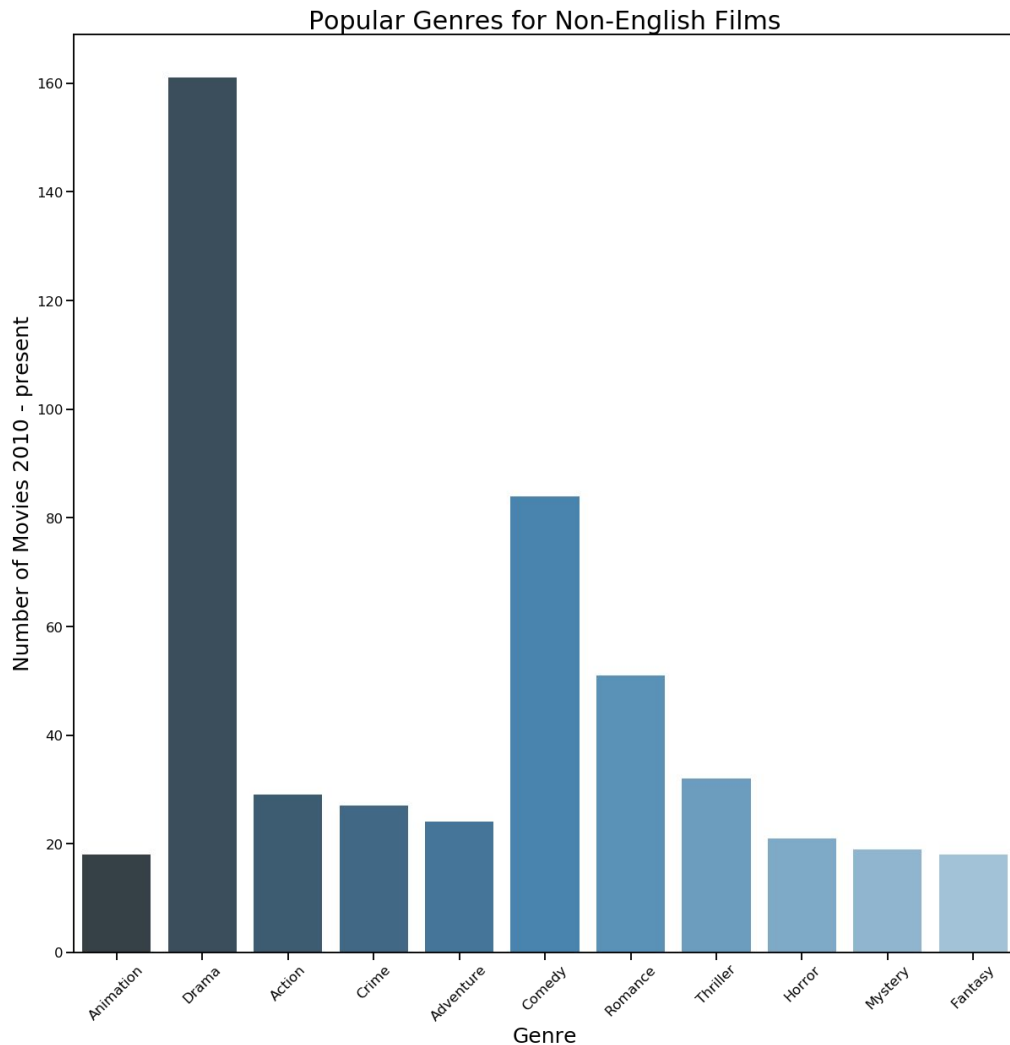




# Foreign Language Films

\_ Drama is the dominant foreign film genre, followed by comedy

\_ There is generally a wide variety of popular genres in foreign films

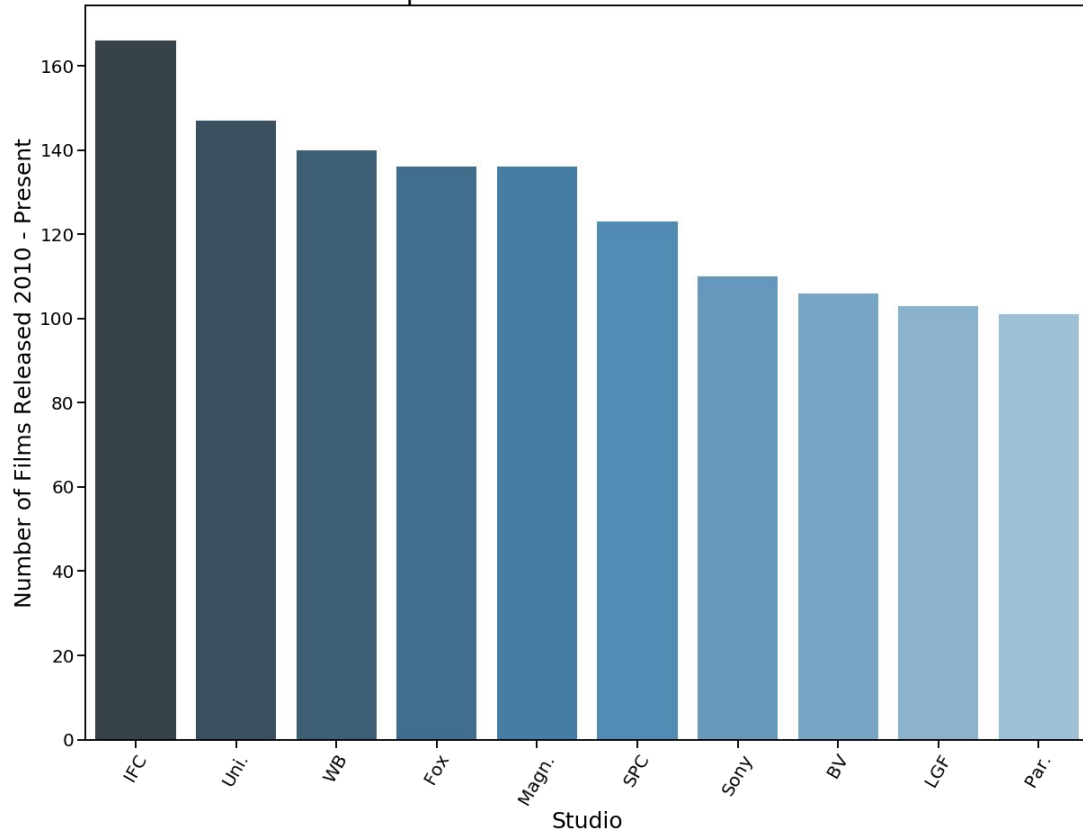




# Studios & Production Budgets

- \_ Diverse group of film studios in terms of background and genres
- \_ All of the “Big 5” are releasing the highest volume of films

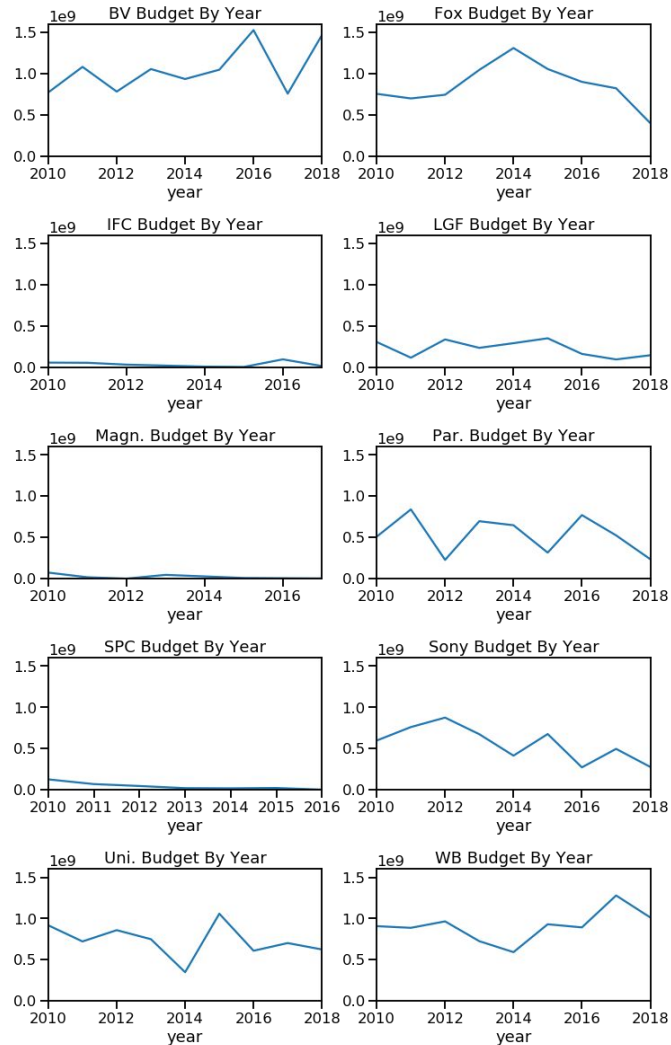
Most Popular Studios for the Last 10 Years





# Studios & Production Budgets (con't)

- \_ More movies does not mean higher budget (and vice versa)
- \_ Little YoY consistency
- \_ Production budgets for movie releases regularly exceed 1bn





# Further Research



## Profit & Seasonality

- \_ Deeper dive into **ROI** by season
- \_ Seasonality & **genre**



## Foreign Film Genres

- \_ More data, particularly on **profit** and **locations** needed
- \_ Popularity by **language**



## Studios & Production Budgets

- \_ Film **acquisition costs** v. production budgets
- \_ Terms of film **distribution** and **licensing**

A dark blue, diagonal shape that starts from the bottom left and extends towards the top right, covering the lower half of the image.

Thank you.